

Atty. Docket No.		06777.0007-00000		Serial No.	09/323	,240		
Applicant			Scot	N. Christensen				
Filing Date	ing Date June 1, 1999 .				Group 2761			
		U.S.	PATENT D	OCUMENTS				
Examiner Initial*	Tab	Document Number	Date	Name	Clas s	Sub Class	Filing Date If Appropriate	
JDJ	1	3,688,276	8/29/72	Quinn				
JD	2	3,573,747	4/6/71	Adams et al.				
TAT	3	4,186,438	1/29/80	Benson et al.				
JIJ	4	4,346,442	8/24/82	Musmanno		EC	<u>8</u> 7	
JDJ	5	4,376,978	3/15/83	Musmanno		CE		
JIJ	6	4,449,186	5/15/84	Kelly et al.		r r	EIV	
JJJ	7	4,674,044	6/16/87	Kalmus et al.		7 2	1999 CD	
JDJ	8	4,677,552	6/30/87	Sibley, Jr.		00		
JIJ	9	4,694,397	9/15/87	Grant et al.				
JDJ	10	4,734,858	3/29/88	Schlafly				
JZJ	11	4,689,478	8/25/87	Hale et al.				
120	12	3,719,927	3/6/73	Michels et al.				
022/	13	4,755,940	7/5/88	Brachtl et al.				
IDI	14	4,630,201	12/16/86	White				
	15	4,774,662	9/27/88	Ito et al.				
JDJ_	16	4,675,815	6/23/87	Kuroki et al.				
JD)	17	4,321,672	3/23/82	Braun et al.	· · · · · · · · · · · · · · · · · · ·		•	
JD_	18	5,774,868	6/30/98	Cragun et al.				
TRI	19	5,227,874	7/13/93	Von Kohorn				
JDJ	20	5,754,938	5/19/98	Herz et al.				
JA)	21	5,758,257	5/26/98	Herz et al.				
JU	22	4,752,675	6/21/88	Zetmeir				
JAI	23	5,612,868	3/18/97	Off et al.				
JAJ	24	5,283,734	2/1/94	Von Kohorn				
JAJ	25	5,057,915	10/15/91	Von Kohorn				

	26 .	5,713,795	2/3/98	Kohorn		
TI	27	5,697,844	12/16/97	Von Kohorn		
JDJ	28	5,368,129	11/29/94	Von Kohorn		
TIT	29	5,034,807	7/23/91	Von Kohorn		
JDJ	30	4,926,255	5/15/90	Von Kohorn		
<b>プ</b> サ	31	4,745,468 PE	5/17/88	Von Kohorn		
TOI	32	4,876,592	10/24/89	Von Kohorn		
JDJ	33	5,249,044 (1 1999 )	9/28/93	Von Kohorn		
JJJ	34	5,128 752	7/7/92	Von Kohorn		
JAJ	35	5,791,991	8/11/98	Small		
JM	36	5,353,218	10/4/94	De Lapa et al.	N/ 10 1	
14	37	5,502,636	3/26/96	Clarke	<u> </u>	
JU	38	5,245,533	9/14/93	Marshall	H	28 召
JZJ	39	5,515,098	5/7/96	Carles	N	- <u>9</u>
JDJ	40	5,380,991	1/10/95	Valencia et al.	r z	VED 1999
JDJ	41	5,420,606	5/30/95	Begum et al.	270	99 0
JDJ	42	5,305,197	4/19/94	Axler et al.		<b>)</b>
JAI	43	5,305,195	4/19/94	Murphy		
201	44	5,185,695	2/9/93	Pruchnicki		
JAJ	45	5,287,268	2/15/94	McCarthy		
TAT	46	5,117,355	5/26/92	McCarthy		
JAJ	47	5,202,826	4/13/93	McCarthy		
JU	48	4,791,281	12/13/88	Johnsen et al.		
JAJ	49	4,882,675	11/21/89	Nichtberger et al.		
020	50	RE 34,915	4/25/95	Nichtberger et al.		
JAJ	51	5,193,056	3/9/93	Boes		
JRT	52	5,557,518	9/17/96	Rosen		
INT	53	4,872,113	10/3/89	Dinerstein		
JPJ	54	5,710,887	1/20/98	Chelliah et al.		
M	55	5,710,886	1/20/98	Christensen et al.		
JOS	56	5,724,521	3/3/98	Dedrick		
JA	. 57	5,642,484	6/24/97	Harrison, III et al.		
JUJ	58	5,459,306	10/17/95	Stein et al.		

			<del>,</del>			<del></del>	
	59 -	5,287,181	2/15/94	Holman	<u> </u>		
ID _	60	5,644,723	7/1/97	Deaton, et al.			
JDJ_	61	4,949,256	8/14/90	Humble			
JDJ	62	5,557,721	9/17/96	Fite et al.			
		OLER					,
		SEP 0 7 1999 2					
		FOREI	GN PATEN	F DOCUMENTS			
		Document Programmer Number	Date	Country	Clas s	Sub Class	Translation Yes or No
	63	60-3783	1/10/85	Japan			Yes
JDJ	64	WO 97/23838	7/3/97	PCT			
	65	1 489 572	10/19/77	UK			
		OTHER DOCUMENTS (Inclu	iding Autho	or, Title, Date, Pertin	ent Page	es, Etc.)	
	66	"Viewdata and the Informatio 9, 21.	n Society," F	Prentice-Hall, Inc., Er	glewood	Cliffs, N.J.	, Chapters 1, 5, 8,
	67	Berry, L.M., "Electronic Mark 1986, pp. 40-44, 71.	eting: No W	alls In This Mall," Dir	ect Marke	eting, Vol.	49, Issue 2, June
	68	"Consumers Plugging Into Ne	ew Electroni	c Mall," Advertising A	ge, Marc	h 4, 1985.	
	69	"Electronic In-Home Shoppin 1985, pp. 111-116.	g: 'Our Stor	es Are Always Open	,''' Chain	Store Age	Executive, March
	70	Russell, John F., "Why Not V 68A37.	Valk to Your	Distributor's," Purcha	asing, Ma	rch 14, 19	85, pp. 68A30-
	71	"Rebirth of a Salesman: Will 103-104.	y Loman Go	es Electronic," Busin	ess Weel	k, Februar	y 27, 1984, pp.
	72	"Would You Buy a Car from	This Comput	er?" Business Week	, Decemb	er 17, 198	4, pp. 93-97.
	73	"How a Fujitsu Communication Week, December 3, 1984.	ons System	Keeps Mrs. Murata C	Off the Str	eets at Nig	ght," Business
	74	Stundza, Tom, "Alcoa: Takin 1986, pp. 124B3-124B5.	g the Next S	Step to Computerized	l Purchas	ing," Purcl	nasing, March 27,
	75	Morgan, James P., "A Good 1986, pp. 46-48.	Computer P	rogram Should Fit the	e Users,"	Purchasin	g, November 20,
	76	"Compressing Distribution int	to a Network	," Modern Office Tec	hnology,	April 1986	, pp. 108-112.
	77	"Software for Purchasing," Pu	urchasing, S	eptember 12, 1985,	pp. 93-95		
	78	Tydeman, John, et al., "Telet Hill Publications Company, C					

	<del>,</del>	SEP 0 7 1999
· ·	79	Clarke, K.E., "V.aeotex Display Technology. The Immediate ast and the Likely Future," The Radio and Electronic Engineer, Vol. 52, No. 2, February 1982, pp. 59-66.
	80	Booth, P.J., "The Evolution of Videotex New Directions, Paper Presented to Swiss Videotex 84, Basel, Switzerland, September 1984.
	81	Electronic Technology, "Videotex Decoder and Microcomputer."
	82	Gaujard, Pierre, "Videotex 1980: State of the Art France, Inside Videotex, Proceedings, A Seminar Held March 13-14, 1980, pp. 26-42.
	83	"Electronic Data InterchangeThe Link to Business Connections," Section 1, Electronic Data Interchange, pp. 1-13.
	84	Electrical Industry Applications, The Electronic Data Interchange Association, Volume III, 3/14/85, pp. II-1-II-15.
	85	Dreyfuss, Joel, "Networking: Japan's Latest Computer Craze," Fortune, July 7, 1986, pp. 95-96.
	86	"Local Services on the Internet: Structure, Players, Prospects," A White Paper based on "Redefining Local Services," a strategic research report to be published by Find/SVP in April, 1997, Arlen Communications, Inc., Peter Krasilovsky, Vice President, February 1997
	87 .	Moskowitz, Lisa, "Emagine This: Useful Online Advertising," PC World, November 18, 1997.
	88	Li-Ron, Yael, "Sign Up for Online Shopping Incentives," PC World, December 1, 1997.
	89	Guglielmo, Connie, "Emaginet To Deliver One-To-One Web Marketing," Interactive Week, December 10, 1997.
	90	Lemos, Robert, "How to Market Via E-Mail Without the Spam," ZDNN, June 3, 7897.
	91	"Emaginet Plans to 'Push' Its Way Into Consumer Mindset, Pocketbook," Interative PR and Marketing New, 1997.
	92	Piquet, Lori, "A Penny for Your Patrons," Internet Computing, September 1998, Vol. 3, Issue 9.
	93	Georgia, Bonny L, "Score Free Stuff Online," Family PC, December 1998, pp. 59-60.
	94	Magil, Ken, "E-centives Offer Pinpoint Targeting, But Will Consumers Jump Onboard?, DM News, Vol.19, No. 48, December 22, 1997.
	95	"Trust Internet Privacy Study: Summary of Market Survey Results," The Boston Consulting Group, March 12, 1997.
	96	Guglielno, Connie, "Emaginet To Deliver One-To-One Web Marketing," Interactive Week Online, December 10, 1997.
	97	Green, Heather, "A Little Net Privacy, Please," BusinessWeek, March 16, 1998.
	98	Bournellis, Cynthia, "Internet '95: The Internet's Phenomenal Growth is Mirrored in Startling Statistics," Internet World, Volume 6, No. 11, November 1995, pp. 47-52.
	99	Rieck, Dean, "Thirteen Unlucky Mistakes In Software Mail Order Sales and How to Avoid Them," Direct Marketing, June 1996, pp. 52-55.
	100	Fried-Cassorla, Albert, "Successful Marketing On the Internet: A User's Guide," Direct Marketing, February 1995, pp. 23-26.
	101	Fried-Cassorla, Albert, "Successful Marketing on the Internet: A User's Guide," Direct Marketing, March 1995, pp. 39-42.

<del></del>		SEP 0 7 1999
•	102	Margolis, Budd, Digital Commerce: The Future of Retailing Direct Marketing, January 1996, pp. 41-46.
	103	Rosenfield, James R., "Whither Database Marketing?" Direct Marketing, July 1996, pp. 39-41.
	104	"The Shape of Things to Come," Direct Marketing, March 14, 1996, pp. XIX-XX1.
	105	Lyons, Daniel, "Lack of Hard Numbers Fails to Deter Stampede to the Web," Infoworld, November 6, 1995, pp. 63-66.
	105	Leinfuss, Emily, "Adapt or Die: Internet Standards May Always Be in Flux," Infoworld, November 6, 1995, pp. 61, 66.
	106	Dellecave, Tom, "The Net Effect," SMT, March 1996, pp. 17-21.
	107	Gelormine, Vince, "Selling in Cyberspace," Selling Success, May 1995, pp. 61-68.
	108	Miller, Cyndee, "Marketing Industry Report: Consumder Marketers Spend Most of Their Money on Communications," Marketing news, Vol. 30, No. 6, pp. 1, 5, March 11, 1996.
	109	Loro, Laura, "Mail Favorite Tool in Direct Marketing Circles," Outfront Marketing in 1996.
	110	"TV or PC?" Interactive Consumers, Vol. 2, No. 2, February 1995, pp. 1-7.
	111	Pasher, Victoria Sonshine, "Agents' Internet Marketing Interest Exploding," National Underwriter, June 24, 1996. pp. 9, 25.
	112	"Watch Out: You Just Might Get an Offer from Junk E-Mailers You Can Refuse, "Info@orld July 15, 1996, p. 66.
	113	"Direct Sellers Ready for Cyberspace," Direct Marketing, May 1996, p. 6, 9.
	114	"Study Suggests Surfers Prefer 'Exclusive' Info," Direct Marketing, June 1996, p. 9.
	115	Loro, Laura, "Online Needs Nimble Direct Marketing Skill," Business Marketing, June 1996, pp. 1, 25.
	116	MacKain, Lorrie, "Learning About Lists," Marketing Tools, June 1996, pp. 14, 16-19.
	117	Andelman, David A., "Betting on the 'Net," Marketing, June 1995, pp. 47-59.
	118	Cross, Richard and Smith, Janet, "Internet Marketing That Works for Customers," Direct Marketing, August 1995, pp. 22-23, 51.
	119	Anthes, Gary H., "Egad, More Junk E-Mail,"Computerworld, December 19, 1994, p. 49.
	120	MacDonald, Peter, "The Next 750 Words are Commercial-Free," Canadian Business, June 1995, p. 155.
. <u></u>	121	Watt, Peggy, "Internet Provider UUNET Expands Service Options," Network World, January 15, 1996, p. 33.
	122	Ouelette, Tim and Betts, Mitch, "Junk Mail Extends Its Reach," Computerworld, November 6, 1995, p. 32.
	123	King, Julia, "Client/Server Vendors Use Internet as Selling Tool," Computerworld, November 13, 1995, p. 79.
	124	Fitzgerald, Michael, "Internet Data Collector Bows," Computerworld, November 6, 1995, p. 12.
	125	Kagan, Jeffrey, "Jump on the Net Now," Success, December 1995, p. 46.
<u> </u>	126	Associated Press, "GM Hopes to be Leader in Internet Marketing," March 11, 1996, p. 22.

<del></del>	<del></del>	
,	127	Lewis, Herschen-Gordon, "Cruisin' Down the 'Hype-er Space Road: How to Write Copy for the (Gulp!) Internet," Direct Marketing, December 1995, pp. 14-15.
	128	"Law and Order in Cyberspace?" Business Week, December 4, 1995, pp. 44.
	129	Gilbert, Evelyn, "Internet Gives Marketers Instant Access to Millions," National Underwriter, July 10, 1995, pp. 13-14.
	130	Wood, Douglas J. and Goldstein, Linda A., "Rules of the Road," Marketing Tools O I P Rovember/December 1995, pp. 22-27.
_	131	Mullich, Joe, "Web Sales Opportunities, Dangers Abound," April 1995.  SEP 0 7 1999
	132	"The 'Click Here' Economy," Business Week, June 22, 1998, pp. 122-28.
	133	"The 'Click Here' Economy," Business Week, June 22, 1998, pp. 122-28.  Coy, Peter, "You Ain't Seen Nothin' Yet," Business Week, June 22, 1998, pp. 130 SEADENMANN.
	134	"Leapfrogging a Few Links," Business Week, June 22, 1998, pp. 141-42.
	135	"Instant Info Is Not Enough," Business Week, June 22, 1998, pp. 144.
	136	"Rebirth of the Salesman," Business Week, June 22, 1998, pp. 146-47.
	137	"How Safe Is the Net," Business Week, June 22, 1998, pp. 148, 152.
	138	"In business today, it's not just about winning It's about winning everyday," Intellution, www.intellution.com.
	139	"Cyberspace Winners: How They Did It," Business Week, June 22, 1998, pp. 154-60.0
	140	"So Where Are All the Bargains?" Business Week, June 22, 1998, pp. 162-164.
	141	Gross, Neil, and Sager, Ira, "Caution Signs Along the Road," Business Week, Jæe 22, 1998, pp. 166-68.
	142	"Taming the Info Monster," Business Week, June 22, 1998, pp. 170-72.
	143	Krantz, Michael, "Click Till You Drop," Time, July 20, 1998, pp. 34-39.
	144	"Heroes of a Wild and Crazy Stock Ride," Time, July 20, 1998, pp. 42-43.
	145	"Future Shop," Forbes, April 6, 1998, pp. 37-52.
	146	"The Virtual Mall Gets Real," Business Week, January 26, 1998, pp. 90-91.
	147	"Are Tech Buyers Different?" Business Week, January 26, 1998, pp. 64-68.
	148	"A Little Privacy, Please," Business Week, March 16, 1998, pp. 98-100.
	149	"Web Ads Start to Click," Business Week, October 6, 1997, pp. 128-138.
	150	Meeker, Mary, "Tehnology: Internet/New Media: The Internet Advertising Report," December 1996, pp. I-xiv and 1-1 to 2-16.
	151	"Database Marketing: A Potent New Tool for Selling," America Online:DadiA, Tuesday, September 5, 1994, pp. 1-8.
	152	Fawcett, Adrienne Ward, "Trading Scissors for Modems," PBF Co., Inc., June 7, 1995.
	153	"Coupon Net Coupons and Rebates on the Internet," Press Release, Higgs America, 1995.
	154	Shermach, Kelly, "Electronic Coupon Program Offers Data-Base Potential," 1995.
	155	"Database marketing in an Online World," GartnerGroup, October 17, 1996, 3 pp.

156 ·	"Coaxing Meaning Out of Raw Data," Business Week, February 3, 1997, pp. 134-135.
157	Elliott, Elaine X., "Clipping Coupons on the Web," Computer Shopper, February 1997.
158	Magill, Ken, "Val-Pak, BigBook Ally to Deliver Coupons Online," Direct Marketing News, June 16, 1997.
159	Magill, Ken, "BonusMail Rewards Prospects for Reading E-Mail," Direct Marketing News, July 14, 1997.
160	Schwartz, John, "Trail of Crumbs Leads Right to the Cyber-Cookie Jar," Washington Rost: Networkings.
161	"How to Conceal Your Cookie," October:November 1996, p. 158.
162	Noack, David R., "Planes, Trains, and Cruise Lines," Internet World, July 3996, pp. 82-86
163	"Survey Says most Business Travelers Will Book Travel Online in Two Years, Business Wire, Feb. 27, 1997, 3 pp.
164	Baig, Edward, "Surfing for Safarisor Cruises, Beaches, B&Bs," Business Week, May 20, 1996, pp. 106-107.
165	Mills, Mike, "Weaving a Web of Computer Sales," Washington Post: Around the Beltway, January 20, 1997, pp. 17-19.
166	Sager, Ira, et al., "The Race Is on to Simplify," Business Week, June 24, 1996, pp. 72-75.
167	Hof, Robert D., "These May Really Be PCs for the Rest of Us," Business Week une 24, 1996, pp. 76-78.
168	Cortese, Amy, "Software's Holy Grail," Business Week, June 24, 1996, pp. 83-92.
169	Gross, Neil, "Defending the Living Room," Business Week, June 24, 1996, pp. 96-985
170	Edmondson, Gail, et al., "Operator, Get Me Cyberspace," Business Week, June 24, 1996, pp. 103-110.
171	Burrows, Peter, "The Day of the Designer," Business Week, June 24, 1996, p. 114.
172	Verity, John W., "Making Computers Disappear," Business Week, June 24, 1996, pp. 118-119.
173	Richards, Kathleen, "Software Sales Up 26 Percent," CRW, August 19, 1996, pp. 2, 8.
174	Hutheesing, Nikhil, "Speaking with One Voice," Forbes, September 23, 1996, pp. 214-215.
175	Henschen, Doug, "What's Driving GM's Online Ads?" Direct Marketing News, May 5, 1997, pp. 1, 58.
 176	"It's a Womyn Thing," Webmaster, October 1996, p. 16.
 17-7	Evans, Judith, "An Inncentive to Return," Washington Post, April 5, 1997.
178	"Amex Intros Point-of-Sale Rewards," Direct Marketing News, May 7, 1997.
179	"Technology and the Future of the Payments Industry," Speech to The Conference on Bank Structure, May 1, 1997 Federal Reserve Bank of Chicago, 21 pp.
180	Henschen, Doug, "Amex Intros Point-of-Sale Rewards Program," Direct Marketing News, May 12, 1997, pp. 1, 42.
181	Farhi, Paul, "The Airwaves Meet the Airways in New Frequent-Flier Promotion," Washington Post, June 2, 1997.
182	Henschen, Doug, "SkyMall Will Bow High-Powered Web Mall," Direct Marketing News, June 23, 1997.

•	183 .	Wijnen, Renee, Ben Marketing Promotes Holiday Inn," Direct Marketing News, July 28, 1997.
•	184	"Direct Mail Is King," The American Salesman, July 1996, pp. 3-5.
	185	"Coupon Clippers, Save Your Scissors," BusinessWeek, June 20, 1994, 3 pp.
-	186	Beasley, Laurie, "Running Direct Mail Campaigns by the Numbers," , 8 pp.
	187	Hannover, Dan, "Going Places: The Old Paper Workhorse Is Taveling a Different Trajectory and Is Ablaze with New Possibilities," Promo Magazine, April 1997, pp. 20-34.
:	188	"Marketing Spending on the Rise," Sales & Marketing Management, April 1997, pt. 14.
	189	Duclaux, Denise, "Importance of Direct Mail Coupons Underscored in Cox Direct Survey," Direct Marketing News, May 12, 1997.
	190	Magill, Ken, "New Service Gives Credit to Consumers' Card Choices, Tairect Marketing News, July 28, 1997, pp. 1, 46.
	191	Corcoran, Elizabeth, "On-Line Sites to Behold," Washington Post, , pp. 19, 22.
	192	"Holding the Keys to Internet Addresses," Washington Post, Washington Business, July 22, 1996.
	193	Goth, Nikki C., "Rule No. 1: Less Is More," HITS.1.
	194	Corcoran, Elizabeth, "1 in 6 U.S. Adults Regularly Online, Study Indicates," Washington Post.
	195	Rushkoff, Douglas, "Hanging Out at the Corner Candy Store," Virtual City, Spring 1996, p. 13.
	196	"CitySearch Has Company," HITS.1, p. 24.
	197	"Channeling Cable Television," Discovery Channel Online: HITS.1, p. 41.
	198	"The Cyberstars List," Virtual City, Spring 1996, pp. 37-43.
	199	Ross, Philip E. and Hutheesing, Nikhil, "Along Came the Spiders," Forbes, Octeer 23, 1995, pp. 210-216.
	200	"How the Center of the Computing Universe Has Shifted," Business Week, April 3, 1995.
	201	Prosise, Jeff, "Researching with the Web," PC Magazine, June 11, 1996, pp. 235-238.
	202	"Internet Phones: The Future Is Calling," Internet World, June 1998, pp. 40-51.
	203	"Surf and Grow Rich!" Forbes ASAP, June 3, 1996, pp. 36-38.
	204	Schiller, Zachary, "For More About Tide, Click Here," Business Week, June 3, 1996, p. 44.
	205	Corcoran, Elizabeth, "On the Internet, a Worldwide Information Explosion Beyond Words," Washington Post.
	206	Chandrasekaran, Rajiv et al., "Countless Levels of-Data Reachable on Local Pages of World Wide Web," Washington Post.
	207	"Funds in Cyberspace," Barron's Lipper Mutal Funds Quarterly, July 8, 1996, p. F7.
	208	Brueckner, Robert, "Taking on TV," Internet World, July 1996, pp. 59-60.
	209	Swisher, Kara, "There's No Place Like a Home Page," Washington Post.
	210	Pluenneke, Jack, "Old Newshound, New Web Tricks," Business Week, August 5, 1996, p. 16.
	211	Neelakantan, Shailaja, "Freemail," Forbes, August 12, 1996, p. 140.
	212	Dunkin, Amy, "How to Practice Safe Surfing," Business Week, September 9, 1996, pp. 120-121.

•	213 .	"À la recherche de," Netsurf, September 1996, pp. 15-18.
	214	Perkins, Anthony B., "Internet Mania R.I.P., The Red Herring, September 1996, p. 13.
	215	Grove, Andrew S., "Is the Internet Overhyped?" Forbes, September 23, 1996, pp. 108-117.
	216	Hilzenrath, David S., "Jockeying for Local Leadership in the Dicey On-Line World," The Washington Post.
_	217	"Interactive Technology Strategies," Forrester, October 1996, pp. 1-15.
	218	Taylor, William C., "Who's Writing the Book on Web Business?" Fast Company, October: November 1996.
	219	"101 Email Tips," PC Advisor, Issue 13, October 1996, pp. 114-119.
	220	Corcoran, Elizabeth, "Venture Capital Firm Kleiner Perkins Has Long Nurtured Internet Enterprises," Washington Post.
	221	"This Way to Cyberspace," Business Week, November 25, 1996, p. 166.
	222	Chandrasekaran, Rajiv, "A Top-Dollar Web Service Awaits Returns," Washington Post, November 4, 1996, pp. 19, 23.
	223	Reinhardt, Andy, "Intel Inside the Net?" Business Week, November 18, 1996, pp. 166 74
	224	Raisch, Robert, "The Web Is Not TV," Business.Net, Advertising & Marketing, February 4, 1997.
	225	"Digital City Acquires WP Studio Sites," Netday News, February 3, 1997.
	226	"Open Market to Acquire Waypoint," Netday News, February 5, 1997.
	227	Hof, Robert D., "Netspeed at Netscape," Business Week, February 10, 1997, pp. 78-86.
	228	Boscardin, Andrew, "Never Change Your E-Mail Address Again," PC Magazine, February 4, 1997, p. 40.
	229	Taylor, Catharine P., "I Want My Web TV Eventually," Inter@ctive Week, March 10, 1997, 2 pp.
	230	Taylor, Catharine P., "Seattle Paves Way for Microsoft's Sidewalk," Inter@ctive Week, April 7, 1997, 2 pp.
	231	Levin, Carol and Hickman, Angela, "Brighter Notebooks," PC Magazine Online, April 18, 1997.
	232	Hickman, Angela and Levin, Carol, "No More Traffic Jams," PC Magazine Online, May 6, 1997.
	233	Hof, Robert D., "Internet Communities," Business Week, May 5, 1997, pp. 64-85.
	234	Rebello, Kathy, "Silicon Continent," Business Week, May 6, 1996, pp. 131-136.
	235	Dibbell, Julian, "Smart Magic," Time Digital, June 24, 1996, pp. 21-25.
	236	Himelstein, Linda, "Power PoliticsIn Silicon Valley?" Business Week, August 26,1996, p. 59.
	237	PC Advisor, Issue 13, October 1996, pp. 92-96.
·	238	Klimek, Mark and Sheehan, David, "Introducing the New Tech CEO," Forbes ASAP, October 7, 1996, pp. 65-68.
	239	Forbes ASAP, October 7, 1996, pp. 82-92.
	240	"Faces Behind the Figures," Forbes, December 30, 1996, p. 136.
	241	"Bill A View from Olympus Gates," Forbes ASAP, December 2, 1996, p. 165-166.

, , ,	<u>.</u>	Dischara Esia Cita Mistral Haldings Inc. New Power of Consumer of the Consumer
	242	Blachno, Eric, exal., "First Virtual Holdings Inc. New Purchase Recommendation Rating: Attractive," Bear Stearns, January 13, 1997.
	243	Magill, Ken, "CKS Group to Buy SiteSpecific, Edning Its Tie with Harte-Hanks," Direct Marketing News, May 26, 1997.
	244	"A Site for Selling," Washington Business, June 9, 1997.
	245	"Where Marketing Dollars Go," Inc., August 1996, p. 88.
	246	Novack, Janet, "The Data Miners," Progressive Grocer, March 1996, pp. 67-68.
	247	Welz, Gary, "The Ad Game," Internet World, July 1996, pp. 51-57.
	248	Dean, David, "Grey Flannel and Caffeine Overtake the Web," The Bookshelf, Internet World, July 1996, pp. 110, 112.
	249	Young, Scott, "Taking Measure," Internet World, July 1996, pp. 96-97.
	250	Nelson, S., "The Internet: Changing the Role of Direct Marketing," Marketing Knowledge & Technology, September 27, 1996, 3 pp.
	251	Kawasaki, Guy, "Smark Marketing Via the Internet," Forbes, September 23, 1996, p. 218.
	252	Feigenbaum, Randi, "Garbage InAnd In and In," Business Week, September 📆 1996, p. 110.
	253	Denton, Nicholas, "Advertisers Eyeball the Net."
	254	"Selling to Women Online/The Rules After a Million Years Or So, Men Still Don't Get It," NetGuide Magazine, 3 pp.
	255	Linsmayer, Anne, "Attracting Advertisers," PC - Motor, June 1996, pp. 68, 70.
	256	Taylor, Catharine P., "Banner Year," Wired, March 1997.
	257	"Web-Based Advertising: New Revenue Models Emerging," Gartner Group, Inc., 1997.
	258	"'Interstitial' Ads May Incite," Phillips Interactive Marketing News, 1997.
	259	Devine, Gene, "Gauging Your Costs on the Web," Direct Marketing News, May 10, 1997.
	260	Magill, Ken, "1-800-Flowers, Amazon.com AOL Deals Are Major Boost to Online Marketing," Direct Marketing news, July 14, 1997.
	261	"Measuring Audiences on the Web: Implications for Marketers and Advertisers," Emerging Technologies Research Group, Find/SVP.
	262	Schlesinger, Richard, "Using Electronic Commerce to Expand Markets and Increase Profits," Hemisphere, Inc
-	263	Pelletier, Virginie, "Letting the Buyer Be Aware," HITS.1, Interactive Week, pp. 62,64.
	264	Lecluyse, Eric, et al., "Le Commerce Sur Internet," Découvrir, Les Boutiques Virtuelles.
	265	Robello, Kathy, "Making Money on the Net," Business Week, September 23, 1996, pp. 104-118.
	266	"Will Your Business," Webmaster, October 1996, pp. 47-53.
	267	Tadjer, Rivka, "Firms Hope the Smart Money Is on Net-Linked Hybrid Cards," The Wall Street Journal Interactive Edition, November 30, 1996, 5 pp.
	268	"Death of a Salesman," Online Tactics, November 1996, Vol. 2, No. 11.
	269	Kawasaki, Guy, "A Web Site Sells," Forbes, November 18, 1996, p. 264.

	SEP 0.7 1999
270	Thwaits, Alan, Even on the Web, It's the Bottom Line That Counts," Comdex Baily, Wednesday, November 20, 1996, pp. 6, 16.
271	"The Desktop Delivery Economy: Revolutionizing the Web," YankeeWatch, Vol. 2, No. 8, December 1996.
272	"Net Shopping for 1997 Experts Promise a Surge in Online Commerce Activity; Check Out Our Sampler of Available Technology," Communications Week, 1997, 4 pp.
273	Port, Otis, "There's an ATM In Your Home Computer," Business Week, February 1997.
274	"NETdelivery and iCat Announce Strategic Partnership iCat Launches Electronic Commerce Suite 3.0 and Jointly Markets With NET delivery One-to-One Marketing Now Better Than Ever," PR Newswire, February 1997.
275	Mikkelsen, Randall, "E-mail Seen As Key to Internet Commerce," Mercury Mail.
276	Kichen, Steve, "Cruising the Internet," Forbes, March 24, 1997, pp. 198-99.
277	"Your Personal Shopper," PC Magazine OnLine, March 1997, 2 pp.
278	"Viaweb Study Shows Few Web Purchases Are Impulse Purchases," Busines Wire, April 1997.
279	"Electronic Money, Chipper, for Now," The Economist, April 26, 1997, pp. 72, 77—
280	Amato-McCoy, Beena, "Catalina Cuts Its Electronic Clearing Test for Coupons, SN, April 14, 1997, pp. 15-17.
281	Lever, Robert, "Smart Cards," Europe, April 1997, pp. 16-18.
282	"The On-Line Retail Commerce Report: Study Highlights," May 5, 1997, 2 pp.
283	Magill, Ken, "Comparison Shopping Service Aims to Deliver Trackable Leads," Mews, May 19, 1997, pp. 19-20.
284	"In Search of the Perfect Market," The Economist, May 10, 1997.
285	"Exclusive - Web/Online Avertising To Top \$2.5 Billion By 2000," Electronic Commerce, June 1997, 3 pp.
286	Verity, John W., "Invoice? What's An Invoice?" Business Week, June 10, 1996, pp. 110-112.
287	"IBM, Gemplus Reach Pact on Promoting Smart Cards," Wall Street Journal, July 18, 1997.
288	Hof, Robert D., "Don't Surf to us, We'll Surf to You," Business Week, September 9, 1996, pp. 108-109.
289	Wildstrom, Stephen H., "Web Sites Come Looking for You," Business Week, November 18, 1996, p. 26.
290	Kilshiemer, Joe, "There's a Boom in Push Software," The Orlando Sentinel, December 14, 1996, 3 pp.
291	"Forget Browser Wars, Now It's Push-Pull Debate," Newswire article, January 1997, 2 pp.
292	Bank, David, "Instead of Clicking Pages, Users View 'Channels' on the Desktop," The Wall Street Journal, December 13, 1996.
293	Poletti, Therese, "Internet 'Push' Technology Coming on Strong," Reuters NewMedia, January 1, 1997, 2 pp.
294	Outing, Steve, "Push Technology and Marketing," Interactive, January 13-14, 1997, 3 pp.
295	"Online Q&A," PC Advisor, Issue 13, October 1996, p. 84-85.
	271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 299 290 291 292 293 294

 296	Marable, Leslie, Push Product Gives Managers Some Control," Web Week, Vol. 3, Issue 2, January 20, 1997, 2 pp.
297	Andrews, Whit, "With Push, It's All About Being Front and Center," Web Week, Vol. 3, Issue 2, January 20, 1997, 3 pp.
298	Andrews, Whit, "Verity Acquires Cognisoft, a Push Specialist \$10 Million Deal Opens Intranet Market to Search Veteran," Web Week, Vol. 3, Issue 2, January 20, 1997, 3 pp.
 299	Rothstein, Edward, "Making the Internet Come to You, Through 'Push' Technology."
 300	Berst, Jesse, "Why the Web Is Pushing Us Around," ZD Net AnchorDesk.
 300	Berst, Jesse, "Push' Products Redefine Internet," ZD Net AnchorDesk.
 300	Berst, Jesse, "Super Channel Changer Still Remote," ZD Net AnchorDesk.
 301	"Mainstream Media Confront Push," Interactive Content, January 1997, pp. 1-
 302	Fleming, Lee, "New Players, But Still the Same Old Questions; Digital Distribution: Fushing Content to the Desktop," DIG Research, January 31, 1997, 10 pp.
303	Harmon, Steve, "Tune Into Tomorrow: Push Could Be a Multibillion Industry," Internet Daily Stock Report, February 28, 1997.
304	Cortese, Amy, "It's Called Webcasting, and It Promises to Deliver the Info You Want, Straight to Your PC," Business Week, February 24, 1997, pp. 95-104.
305	"'Push' Buttons Worth Pressing," Business Week, February 24, 1997, pp. 106=07.
306	Hoffman, Donna L., et al., "Pushing Passive Eyeballs," Wired, march 1997.
 307	Chandrasekaran, Rajiv, "The Big Push?" Washington Post, May 11, 1997.
308	Magill, Ken, "PointCast Push Technology to Deliver College Market," Direct Marketing News, June 2, 1997, pp. 19-20.
309	Levey, Richard H., "Spam No More: Mailers Turn E-Mail Lists Into Foie Gras," Direct Magazine, June 1997, 4 pp.
310	Asato, Cathy, "Unsolicited E-Mail Gets Sacked," Direct Marketing News, June 23, 1997.
311	Sandberg, Jared, et al., "Two Start-Up Firms Unveil Software to 'Push' Information on the Internet," Wall Street Journal, October 7, 1996.
312	Rudich, Joe, "News In Your Mailbox," Online User, Nov./Dec. 1996.
 313	Comaford, Christine, "Don't Call the Web; Let It Call You," PC Week, November 4, 1996, 3 pp.
314	"McAfee, BackWeb Will Develop Service to Send Updates Via Net," Wall Street Journal Interactive Edication, January 17, 1997, 2 pp.
315	Grady, Barbara, "Silicon Valley Firm Puts 'Push' to Corporate Use," The PointCast Network, March 5, 1997, 2 pp.
316	Rigdon, Joan Indiana, "Marimba's Hot Castanet Spotlights CEO," Wall Street Journal, December 3, 1996.
317	Andrews, Whit, "A Coup for Marimba As Lotus Signs On," Web Week, Vol. 3, Issue 2, February 3, 1997, 2 pp.
318	Moukheiber, Zina, "Hot Company, Cool Code," Forbes, November 18, 1996, pp. 60-61.
 319	Corcoran, Elizabeth, "Hoping 'Castanets' Will Click," Washington Post, November 1996.

	OIPE .
320	Wohl, Amy, "Internet's Influence Is Everywhere Over Everything," Comdex Daily November 21/22, 1996.  SEP 0 7 1999
321	Hutheesing, Nikhil, "Spider's Helper," Forbes, July 1, 1996, p. 79.
322	Chandrasekaran, Rajiv, "Spanning the Globe with Unibex," Washington Post, September 1874, 1996.
323	Judge, Paul C., "Why Firefly Has Mad Ave. Buzzing," Business Week, October 7, 1996, pp. 100-01.
324	Ziegler, Bart, "Would People Like Advertising Better If They Were Paid to Look at It?" Wall Street Journal, November 14, 1996.
325	Moukheiber, Zina, "DoubleClick Is Watching You," Forbes, November 4, 1996, pp. 342, 344.
326	"Firefly Extends Platform, Acquires NetAngels," Firefly Network, Inc., February 3, 1997.
327	Verity, John W., "Just Say No to E-Junk."
328	"EvansGroup Launches FUTUREWORKS New Media/Smart, Integrated Approach to Digital Media Marketing," Business Wire, Electronic Commerce.
329	Magill, Ken, "DoubleClick Introduces Cost-Per-Action Ad Payment," Direct Marketing News, July 14, 1997.
330	Shannon, Victoria, "Inquiring Minds Want to Know the Secrets of your On-Line The," Washington Post.
331	Wildstrom, Stephen H., "They're Wastching You OnLine," Business Week, November 11, 1996, p.
332	"Online Viewers Are Not Comfortable With Web Sites That Require Registration," New Media Week, January 14, 1997.
333	"Direct Marketing Association Finalizes Self-Regulation Principles for Online Marketing," Business Wire, January 28, 1997.
334	"Survey Reveals Consumer Fear of Privacy Infringement Inhibits Growth of Electronic Commerce," Trust, Boston Consulting Group.
335	Eckhouse, John, "Leaving Tracks on the Net," Homepec, April 1997, pp. 91-96.
336	Lawsky, David, "Once-Private Information Now Available on the Web," June 10, 1997.
337	Magill, Ken, et al., "Net Privacy Fixes Bow at FTC Workshop," Direct Marketing News, June 23, 1997.
338	Chandrasekaran, Rajiv, "It All Ads Up to Who You Know," Washnington Business, June 9, 1997, pp. 15, 17.
339	Bruner, Rick E., "Web Services Market to One," Advertising Age, August 4, 1997.
340	AT&T GIS and MEI Offer In-Store Electronic Coupon Solution," News Release, AT&T Global Information Solutions, May 2, 1994.
341	Porter, Arthur L., "Strengthening Coupon Offers by Requiring More From the Customer," The Journal of Consumer Marketing, Vol. 10, No. 2, 1993, pp. 13-18.
342	"Proper Use of Consumer Information on the Internet," White Paper, June 1997, PowerAgent, Inc., 14 pp.
343	"A Look at America Online," Washington Post, September 16, 1996.
344	"Correction Excite, Inc.," Mercury Mail, 3 pp., March 19, 1997.
	321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343

	_	
	345	"Online Shopping Survey Shows Lots of Looking, Little Buying," Online Shoping Stats, June 15, 1997, 2 pp.
	346	"In Search of the Perfect Market," The Economist, May 10, 1997, 2 pp.
	347	"Doubling Games," The Economist, www.economist.com/surveys/elcom/ec2.html, 1997,3 pp.
		SEP 0 7 1999 5
	349	"A River Runs Through It," The Economist, www.economist.com/surveys/elcom/ec3. Newl, 1997, 2 pp.
	351	"Tremble, Everyone," The Economist, www.economist.com/surveys/elcom/ec4.html, 1997, 4 pp.
	353	"Cash Poor," The Economist, www.economist.com/surveys/elcom/ec5.html, 1197, 3 pp.
4-	355	"Timorous Trade," The Economist, www.economist.com/surveys/elcom/eco.html, 1997, 2 pp.
	356	"Big, Boring, Booming," The Economist, www.economist.com/surveys/elcom/ec7.html, 1997, 2 pp.
	357	"From here to Eternity," The Economist, www.economist.com/surveys/elcom/ecathtml, 1997, 2 pp.
	358	"In Search of the Perfect Market," The Economist, ww.economist.com/surveys/elcom/ec1;html, 1997, 3 pp.
		199 ER 2
		000 T
	362	"American Express Offers Cardmembers Access to Account Information on World Wide Web Cardmembers Gain Convenient Way to View and Manage Card Account Information Online," American Express, 1997.
	363	"Interactive," Advertising Age, November 10, 1997.
	364	Ecke, Raymond, "Cyberbargains: Media Circus' Online Coupon Clip Service,"
÷ -		
Examiner	1/2	Date Considered 3/2/10/
*Examiner:	Initial	if reference considered, whether or not citation is in conformance with MPEP 609; draw line through on if not in conformance and not considered. Include copy of this form with next communication to
Form PTO 14		Patent and Trademark Office - U.S. Department of Commerce

## INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)

		MPE							
Atty. Docket No.	06777.0010-00000		Serial No.	09/315,	822				
Applicant	Scott N. Christensen	SEP 2 0 1999							
Filing Date	May 21, 1999	U.S. PATENT D	Group: Unassigned	Examiner: Unassigned					
U.S. PATENT DOCUMENTS									
Examiner Initial*	Document Number	Date	Name	Class	Sub Class	Filing Date If Appropriate			
			`						
						<u> </u>			
		FOREIGN PATENT	T DOCUMENTS	· · · · · · · · · · · · · · · · · · ·					
	Document Number	Date	Country	Class	Sub Class	Translation Yes or No			
JUT	WO 97/05555	2/13/97	WIPO						
Jal	WO 97/23838	7/3/97	WIPO						
Jd]	WO 97/30410	8/21/97	WIPO						
~									
			:						
	OTHER DOCUMENT	S (Including Autho	or, Title, Date, Pertine	nt Pages	, Etc.)				
"Coupons Online", Marketing Materials, Coupons Online, Electronic Marketing, Ltd., 1994.									
"IntroducingCoupons Online: Interactive Online Targeted Coupon Delivery", Marketing Materials, Coupons Online.						rketing Materials,			
"Coupons Online is a new interactive, targeted online coupon distribution and demographics collection method", Marketing Materials, Coupons Online.						mographics			
"the Power of Targeted Marketing at Mass Media Rates," Coupons Online.									
Examiner Jan	ver Flan.	Dalio	Date Considered	311	6193				
*Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.									
Form PTO 1449		Pat	tent and Trademark Of						
	<u> </u>								

RECEIVED

SEP 2 3 1999

Group 2700

## (Use several sheets if necessary)

			<b>6</b> \'		· · · · · · · · · · · · · · · · · · ·	-		<del></del>
Atty. Docket No	. 06	6777.0010-00000	SEP Z	0 1999 <del>8</del>	Serial No.	09/315,	822	
Applicant	S	cott N. Christensen	_	.8/				
Filing Date	М	ay 21, 1999	STENT & TR	ADEMARE	Group: Unassigned	Examin	er: Unassi	gned
		N=	U.S. I	PATENT D	OCUMENTS	·		
Examiner Initia	l*	Document Number		Date	Name	Class	Sub Class	Filing Date If Appropriate
							_	
		F	OREIG	N PATEN	T DOCUMENTS	r		
		Document Number		Date	Country	Class	Sub Class	Translation Yes or No
						<u> </u>		**************************************
		OTHER DOCUMENTS	(Includ	ling Autho	or, Title, Date, Pertine	ent Pages	s, Etc.)	
		"Household Targeted Coupons Online.	d Fraud I	Resistant (	Coupon Delivery via O	nline Ser	vices and	the Internet,"
		P. Weisz, "Lever Firs	t Major l	Player Into	On-line Couponing,"	Brandwee	ek, Septen	nber 4, 1995.
		D. McQuillen, "Coup	ons Go I	Digital," Inc	centive, September 19	95.		
		K. Pollack, "Coupons: Clip and Save" U.S. News & World Report, September 18, 1995.  "New Alliances for On-Line Work", The New York Times, September 11, 1995.						
		"Muzak® Joins with Coupons Online for Interactive Marketing Program," Press Release, September 5, 1995.						telease,
		"Coupon Management Program Secure Encryption Techniques," Coupons Online, with advertisement from The New York Times Business Section, June 21, 1995 and coupon sample.						
	"Delivery of a Fraud Proof Coupon Online," Coupons Online.							
	A. Urbanski, "Cents-off Online," Food & Beverage Marketing, September 1995.							
		L. Krakowka, "Savings in Cyberspace," Marketing Tools, October 1995.						
· ·		"Program Information," Coupons Online.						
	- "	"Investigation and Prosecution of Manufacturers' Cents-Off Coupon Frauds," Coupon Fraud Prevention Task Force, 1992.						
							SEP 2 3	1999
Examiner					Date Considered		Group	2700
*Examiner:		if reference considere on if not in conformance cant.				ce with M	1PEP 609;	draw line through
Form PTO 1449	)			Pa	tent and Trademark O	ffice - U.	S. Departr	nent of Commerc